GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2948
ANSWERED ON:11.12.2012
REVENUE FROM RADIO INDUSTRY
Sugavanam Shri E.G.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the annual revenue accrued by the Government from the radio industry is very less in comparison to TV channels;

(b) if so, the details thereof during each of the last three years and the current year along with the reasons therefor;

(c) whether the Government proposes to take steps to increase the revenue from radio channels particularly FM channels;

(d) if so, the details thereof; and

(e) if not, the reasons therefor?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI)

(a) : Yes, Sir.

(b): Details of revenue earned by the Government from the TV channels and radio channels during the last three years and the current year (upto October, 2012) are as under:

2009-10	1006.79	299.87
2010-11	1112.00	348.49
2011-12	1155.30	356.95
2012-13 (up to October,2012)	670.63	174.27
Total	3944.72	1179.58

e

Since no comparative study has been undertaken to analyze the revenue earned from radio industry being very less in comparison to TV channels; no reasons could be provided for the same.

(c) & (d): While fulfilling its mandate as a Public Service Broadcaster and at the same time to compete with other electronic media, All India Radio (AIR) has been making sustained efforts to increase its revenue, as detailed below:-

Changing the Fixed Point Chart at regular intervals to include popular programmes so as to attract more advertisements /commercials;

Broadcasting more interactive, customized and channel driving Programmes;

Dedicated time slots for specific target audiences viz. Women & Children, Youth, Rural Community, Music Lovers, Industrial workers and the Farmers;

Extending its transmission hours to accommodate commercials;

Entering into more Media Partnership by branding AIR;

The Programme Pattern of AIR Stations particularly of FM channels has been changed and made more listener's interest oriented so as to attract more buyers from the corporate sectors;

Frequent audience research surveys are being done so that programmes can be planned according to what the public desires.

(e): Does not arise.